SYSTEM AND METHOD FOR BROWSING
AND COMPARING PRODUCTS

Abstract of the Disclosure

A system and method permit a user to browse and compare products of a merchant using information about a competitor. In one embodiment of the system and method, a page server serves a competitor electronic page to a customer browser which permits the user to select a competitor. The competitor electronic page includes a hyperlink having a manufacturer ID parameter, which hyperlink, when selected, issues a request to the page server for competitor product information. The request includes the manufacturer ID. Responsive to that request, the page server uses the manufacturer ID to form a query to present to a product database having competitive product information, manufacturer information, product information and associations between that information. A database engine processes the query and returns records satisfying the query. The records are used to construct a competitor product electronic page permitting a user to select a competitor product. The page server serves the competitor product electronic page to the customer browser. The competitor product electronic page includes hyperlinks corresponding to competitor products, each hyperlink, when selected, issuing a request for corresponding product information, and each hyperlink including a corresponding product ID parameter transmitted with the issued request. The page server responds to a request for corresponding product information by using the corresponding product ID parameter to query the product database for corresponding product information. The records satisfying the query are returned and used to construct an electronic page including corresponding product information. The page server sends the electronic page including the corresponding product information to the customer browser.